

Terms of Reference (ToR)

For Engaging an Individual Consultant (Artist/Fine Arts Specialist) to Support SHIKHA Project

1. Background

BRAC, in partnership with BLAST and YPSA, is implementing the **SHIKHA Project (2025–2029)** with the financial support of the European Union. The project titled *“Creating public and private spaces free from gender-based violence, bullying and sexual harassment through strengthening prevention and response mechanisms”* aims to promote a safe, inclusive, and gender-responsive learning environment in educational institutions across six districts of Bangladesh (Dhaka, Chattogram, Gazipur, Barisal, Rajshahi, and Narayanganj).

Recent studies reveal that 74% of female students in Bangladesh experience violence and harassment in educational institutions, while 35% face bullying. Despite the 2009 High Court directive to prevent sexual harassment, many institutions still lack functional safeguarding policies and grievance mechanisms.

The SHIKHA project therefore focuses on embedding safeguarding frameworks in 270 educational institutions, forming grievance management committees, raising awareness, developing complaint mechanisms, and strengthening response systems.

As part of its interventions, the project requires **specialized creative support** from an Artist/Fine Arts Specialist to design and develop culturally appropriate and impactful visual materials.

2. Objective of the Assignment

To engage an individual consultant (Artist/Fine Arts Specialist) who will design, illustrate, and develop creative materials that visually communicate safeguarding messages, awareness against Gender-Based Violence (GBV), Sexual Harassment (SH), and bullying in educational institutions under the SHIKHA project.

3. Scope of Work

The Consultant will be responsible for the following tasks (as outlined in the approved activity plan and budget):

- **Design & Illustration**
 - Develop creative artwork, illustrations, and graphics for safeguarding IEC materials posters (6 pcs), Flash Card (50 Pcs.), brochures (1 pcs.).
 - Provide digital artwork, and final print-ready designs.
 - Design poster visuals.
- **Adaptation & Review**
 - Ensure all creative works align with SHIKHA's safeguarding messages, cultural sensitivities, and branding guidelines.
 - Revise designs based on feedback from the SHIKHA Project team.
- **Delivery**
 - Submit final artworks in both editable (AI/PSD) and high-resolution print formats.
 - Ensure timely delivery of all assigned creative outputs.

4. Deliverables & Timeline

- Finalized creative artworks (digital & print-ready).
- Completed designs for IEC/SBCC materials.



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- Illustrations as required for safeguarding posters & flash cards.
- Poster visuals delivered within agreed deadlines.

Duration of Assignment: Within 15 Days from the work order Date.

5. Required Qualifications of Consultant

The consultant must demonstrate:

- Minimum **Bachelor's degree in Fine Arts/Graphic Design/Visual Communication** from a recognized institution.
- At least **2 years of proven experience** in designing IEC/SBCC materials, preferably with NGOs/INGOs/UN agencies.
- Strong portfolio of creative artwork, illustrations, and visual design.
- Ability to use professional design software (Adobe Illustrator, Photoshop, InDesign, etc.).
- Understanding of safeguarding, gender, and social issues will be an added advantage.

6. Reporting & Supervision

The Consultant will work under the direct supervision of the **SHIKHA Project Manager** and in close coordination with the **YPSA-Shikha Team**. Regular progress updates and draft designs must be submitted for feedback and approval.

7. Payment Terms

- Payments will be made on a **deliverable basis**, upon satisfactory submission and approval of assigned tasks.
- Final payment will be released after acceptance of all outputs by YPSA.

8. Compliance

The Consultant must adhere to YPSA's safeguarding policy, procurement guidelines, and ethical standards. All creative works must respect cultural sensitivity and align with SHIKHA project branding and communication guidelines.

9. Application Process

Interested and qualified individuals are invited to submit:

- A **technical proposal** (creative approach, portfolio of previous work).
- A **financial proposal** (fees per task or per deliverable, inclusive of VAT/Tax).
- Updated CV with references.

10. Submission of Proposal

Interested **Individual Consultant/Artist/Fine Arts Specialist/Organizations** are requested to submit the technical and financial proposal (Hardcopy) in separate sealed envelope with above-mentioned documents dated on or before 05.10.2025 for **develop IEC materials** or email to ypsaprocmnt.org@gmail.com with all necessary documents. Please mention the subject of bid/proposal on top of the envelope.

